

OUR IDENTITY:

Buy Idaho encourages our members to use the Buy Idaho logos on your products and in your marketing materials. It helps build awareness for our brand and promotes your membership in our organization. This benefit is exclusive to Buy Idaho members and we ask that you display the logos in the way they were intended. Please be respectful of these identity guidelines for correct colors, accurate placement and size specifications.

STANDARD LOGO



SECONDARY LOGO



CLEAR SPACE



COLOR SPECIFICATIONS:

| | PANTONE | C / M / Y / K (PRINT) | R / G / B (SCREEN) | WEB# |
|-------------|------------|-----------------------|--------------------|--------|
| BLUE | PMS 293 C | 100 / 80 / 10 / 2 | 14 / 76 / 147 | 0D4B92 |
| GOLD | PMS 1235 C | 0 / 32 / 95 / 0 | 253 / 181 / 37 | FCB424 |

ONE COLOR/REVERSE:



OTHER SUB-BRANDS: (Must ask permission to use)

